

A CATEGORY MAP STILL IN USE: TOP 5 MOST KEPT BRANDED PRODUCTS

Insights based on PPAI Consumer Research 2025:
The 5-Second Impact: Turning Giveaways Into Growth



1

WEARABLES/APPAREL 55%

Uniforms, Shirts, Polos, Pants, Dresses, Activewear, Outerwear, Etc.

2

BAGS/TRAVEL 47%

Briefcases, Messenger Bags, Duffel Bags, Fanny Packs, Travel Bags, Laundry Bags, Totes, Backpacks, Passport Cases, Toiletry Cases, Luggage Tags, Garment Bags. Etc.

Does Not Include: Coolers (Recreation), Pet Carriers (Pet), Gift Bags (Packaging), Wallets (Personal).



3

WEARABLES/FASHION ACCESSORIES 38%

Footwear, Sunglasses, Aprons, Gloves, Vests, Robes, Scarves, Bandanas, Beanies, Headbands, Etc.

Does Not Include: Watches (Jewelry).



4

DRINKWARE 34%

Water Bottles, Shaker Bottles, Vacuum Bottles, Flasks, Beverage Sleeves, Tumblers, Mugs, Thermos, Stadium Cups, Pitchers, Decanters, Glassware, Etc.

Does Not Include: Bottle Openers (Kitchen), Coasters, (Kitchen), Bottled Water (Food & Beverage).



5

WRITING 28%

Pens, Pencils, Markers, Highlighters, Stylus Pens, Erasers, Etc.